

**AMENDMENTS TO THE CLAIMS**

Claims 26, 27 and 50 are amended. Claims 26-31 and 50-76 are pending.

1-25. (Cancelled)

26. (Currently Amended) A system for manufacturing on demand at a local site the distribution on demand of digital information products on in the form of software on a physical media, comprising:

- (a) a local mass data store at the local site for the mass storage of storing the digital information for a plurality of different information products; and
- (b) a remote licensing control centre arranged in response to a product release request to issue a unique release code electronically;  
the system further comprising at the local site;
- (c) ~~a remote licensing control centre arranged to receive the product release and in response to said product release request to issue a unique release code electronically~~ a local release unit having input means and output means, said input means being for input of a request from a customer for a selected ~~software~~ said information product including said physical media carrying said digital information, and said output means being for issue of ~~[[a]]~~ said product release request to said remote control centre;
- (d) a local control unit responsive to said unique release code from said remote control centre to sanction and control physical production of said selected product;
- (e) a local media generator arranged to generate the selected product by storing on the physical media said digital information and by recording on the physical media the issued release code; and
- (f) a packaging generator arranged to produce media packaging for package the selected product for packaging the physical media for supply to the customer.

27. (Currently Amended) A system as claimed in claim 26 in which the release code includes a licence number; and in which the packaging generator is arranged to print at least one

of the licence number and the customer's name onto the media packaging.

28. (Previously Presented) A system as claimed in claim 26 in which the release code includes a licence number; and in which there is further included a certificate of authenticity generator arranged to generate a certificate of authenticity including at least one of the licence number and the customer's name.

29. (Previously Presented) A system as claimed in claim 26 in which the media generator is arranged to include a user-defined personalisation applied to at least one of the surface of the media, and the digital information stored on the media.

30. (Previously Presented) A system as claimed in claim 26 in which the media generator includes a media writer.

31. (Previously Presented) A system as claimed in claim 30 in which the release code includes a licence number, and in which the media generator includes a printer arranged to print onto a surface associated with said selected product at least one of the licence number and the customer's name.

32. - 49. (Cancelled)

50. (Currently Amended) A method of manufacturing on demand at a point of sale ~~distribution on demand~~ of digital information products on ~~in the form of software on~~ a physical media comprising:

(a) receiving, at the point of sale, input of a request from a customer for a selected ~~software~~ digital information product including said physical media carrying said digital information;

(b) issuing, from the point of sale, to a remote licensing control centre a product release request to issue a unique release code electronically;

(c) obtaining, at the point of sale, the unique release code from the remote licensing control centre in response to the issued product release request;

(d) sanctioning and controlling physical production of said selected product in response to said obtained unique release code;

(f) generating the selected product, at the point of sale, by storing on the physical media said digital information and by recording on the physical media the issued release code; and

(g) producing media packaging the selected product for packaging the physical media for supply to the customer.

51. (Previously Presented) A method as claimed in claim 50 in which the release code is associated with the customer.

52. (Previously Presented) A method as claimed in claim 50 in which the media includes packaging; the release code includes a licence number; and the licence number is printed onto the packaging.

53. (Previously Presented) A method as claimed in claim 52 in which the customer's name is printed onto the packaging.

54. (Previously Presented) A method as claimed in claim 50 in which the release code is electronically stored on the media along with the customer-selected information.

55. (Currently Amended) A method as claimed in claim 54 in which ~~the~~ information representative of the customer is electronically stored on the media.

56. (Previously Presented) A method as claimed in claim 50 in which the release code includes a licence number and the licence number is printed onto a surface associated with said selected product.

57. (Previously Presented) A method as claimed in claim 56 in which the customer's name is printed onto the surface associated with said selected product.

58. (Previously Presented) A method as claimed in claim 50 including producing a certificate of authenticity at the point of sale containing the release code.

59. (Previously Presented) A method as claimed in claim 58 including adding the customer's name to the certificate of authenticity.

60. (Previously Presented) A method as claimed in claim 50 including receiving from the customer at the point of sale a user-defined media personalisation, and adding the personalisation to the media.

61. (Previously Presented) A method as claimed in claim 60 in which the media includes packaging, and in which the personalisation is printed onto the packaging.

62. (Previously Presented) A method as claimed in claim 60 in which the personalisation is electronically stored on the media along with the customer-selected information.

63. (Previously Presented) A method as claimed in claim 50 in which the release code is issued at the licensing control centre and is sent electronically to the point of sale on receipt of the customer request.

64. (Previously Presented) A method as claimed in claim 50 further including storing at the point of sale a plurality of customer requests, receiving at the licensing control centre the plurality of customer requests; and issuing from the licensing control centre and sending to the point of sale a plurality of release codes in response to the plurality of customer requests.

65. (Previously Presented) A method as claimed in claim 50 in which a plurality of release codes is issued at the licensing control centre and transmitted electronically in advance to the point of sale, one of the said release codes being associated with the customer on receipt of the customer request.

66. (Previously Presented) A method as claimed in claim 50 including keeping a

cumulative record at the point of sale of all supplied media and associated release codes, and forwarding the record electronically to the licensing control centre.

67. (Previously Presented) A method as claimed in claim 50 in which the customer request is made by a customer not physically present at the point of sale.

68. (Previously Presented) A method as claimed in claim 50 in which the customer request is made by a customer not physically present at the point of sale, via a communications medium, with the media being prepared at the point of sale for later collection by or delivery to the customer.

69. (Previously Presented) A method as claimed in claim 50 further including receiving a request from the customer for a student sale, the request including a student number; validating the student number with reference to a representation of valid student numbers; and authorising the student sale depending upon the validation.

70. (Previously Presented) A method as claimed in claim 50 further including receiving a request from the customer for an upgrade sale, the request including a previous licence number; validating the previous licence number with reference to a representation of valid previous licence numbers; and authorising the upgrade sale depending upon the validation.

71. (Previously Presented) A method as claimed in claim 50 further including storing a code at the point of sale or at the licensing control centre; and precoding the media with the code before storage of the customer selected information.

72. (Previously Presented) A method as claimed in claim 71 in which the code is unique to the fulfillment unit.

73. (Previously Presented) A method as claimed in claim 50 further including receiving from the customer a request including a user-defined selection of products; and storing at the point of sale the request for user-defined selection of products for access by the customer.

74. (Previously Presented) A method as claimed in claim 73 in which the user-defined selection of products comprises a gift list.

75. (Previously Presented) A method as claimed in claim 73 in which the user-defined selection of products comprises a list compiled by an educational establishment.

76. (Previously Presented) A system according to claim 26 in which said input means are further for input of a request from said customer for including in said selected product customer-personalised information and for input of details concerning said personalised information, and said output means are further for issue of data representing said personalised information, and in which said local control unit is responsive to said data representing said personalised information to control application of said personalised information to said selected product and said media generator is arranged to include said personalised information in said selected product.